

## REFERENCE

- Belch, G., & Belch, M. (2015). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (10th ed.).
- Black, K. (2013). *Applied Business Statistics: Making Better Business Decisions* (7th ed). Singapore: John Wiley & Sons.
- Bryman, A. (2012). *Social Research Methods* (4th ed.). New York: Oxford.
- Cronbach, L. J. (1946). Response sets and test validating. In *Educational and Psychological Measurement*.
- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2015). *International Business Environments and Operations*.
- Desai, K. K., & Hoyer, W. D. (2000). Descriptive characteristics of memory-based consideration sets: influence of usage occasion frequency and usage location familiarity. *Journal of Consumer Research*, 27(3), 309–323.
- Dogra, B., & Ghuman, K. (2008). *Rural Marketing: Concepts and Practices*. McGraw Hill.
- Finch, J., & Hayes, L. (1994). Inheritance, Death and the Concept of the Home. *Sociology*, 28(417), 33.
- Flavián, C., Guinaliu, M., & Torres, E. (2005). The influence of corporate image on consumer trust: A comparative analysis in traditional versus internet banking. *Internet Research*, 15(4), 447–470.
- Fung Global Retail & Technology. (2012). *Korean Innovation in Cosmetics November*. Retrieved from <https://www.fungglobalretailtech.com/wp-content/uploads/2016/10/Korean-Innovation-In-Cosmetics-November-16-2016.pdf>
- Ghozali, I., & Latan, H. (2015). Partial least squares: Konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris. Semarang: Badan Penerbit UNDIP.
- Gulo, W. (2000). *Metodologi Penelitian*. Jakarta: Grasindo.
- Guttentag, J. (2004). Payment Period financial definition of Payment Period. Retrieved November 12, 2018, from <https://financial-dictionary.thefreedictionary.com/Payment+Period>
- Harian Ekonomi Neraca. (2012). Pasar Kecantikan Kebanjiran Kosmetik Impor. Retrieved October 12, 2018, from <http://www.kemenperin.go.id/artikel/4776/Pasar-Kecantikan-Kebanjiran-Kosmetik-Impor>
- Hidayat, A. (2013). Penjelasan Rumus Kolmogorov Smirnov Uji Normalitas. Retrieved from <https://www.statistikian.com/2013/01/rumus-kolmogorov-smirnov.html>
- Hill, Griffiths, & Lim. (2011). *Principles of Econometrics* (4th ed.). United States of America: John Wiley & Sons.
- Hoang, P. (2007). *Business and Management* (2nd ed.). IBID Press, Victoria.
- Hooley, G., Piercy, N. F., & Nicoulaud, B. (2012). *Marketing Strategy and Competitive Positioning. Education*. Retrieved from [http://www.pearsoned.co.in/web/books/9788131727997\\_Marketing-Strategy-and-](http://www.pearsoned.co.in/web/books/9788131727997_Marketing-Strategy-and-)

- Horst, P. (1968). *Personality: Measurement of Dimensions*. San Francisco: Jossey-Bass.
- Indumathi, N., & Dawood, A. K. (2016). Impact of Marketing Mix on Consumer Buying Behavior in Organic Product. *International Journal of Research in Finance & Marketing (IJRFM)*, 6(10), 2231–5985. Retrieved from <http://euroasiapub.org/current.php><http://www.euroasiapub.org>
- International Trade Administration. (2016). *Asia Cosmetics Market Guide*. Retrieved from <https://www.trade.gov/industry/materials/AsiaCosmeticsMarketGuide.pdf>
- Investor Daily. (2018). Kemenperin: Industri Kosmetik Nasional Tumbuh 20%. Retrieved October 12, 2018, from <http://www.kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-20>
- Joshi, A., Kale, S., Chandel, S., & Pal, D. K. (2015). Likert scale: Explored and explained. *British Journal of Applied Science & Technology*, 7(4), 396.
- Kalimba, E., Shukla, J., & Mbabazize, M. (2016). Effect of Credit Management System on Financial Performance of Development Bank in Rwanda: Case Study of Development Bank of Rwanda. *The International Journal Of Business & Management*, 4(4), 521.
- Kashyap, N. (2012). The Future of Beauty, (August). <https://doi.org/10.1007/978-3-319-75638-7>
- Keller, K. L. (2013). *Strategic Brand Management*. Pearson (Vol. 4th). <https://doi.org/10.2307/1252315>
- Kheng, L. L., Mahamad, O., Ramayah, T., & Mosahab, R. (2010). The impact of service quality on customer loyalty: A study of banks in Penang, Malaysia. *International Journal of Marketing Studies*, 2(2), 57.
- Kotabe, M., & Helsen, K. (2016). *International Marketing* (7th ed.). John Wiley & Sons.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.
- Kotler, P., Ang, S. ., Leong, S. ., & Tan, C. . (1999). *Marketing Management: An Asian Perspective*. New Jersey: Prentice Hall.
- Kotler, P., & Armstrong, G. (2010). Principles of Marketing. *World Wide Web Internet And Web Information Systems*, 785. <https://doi.org/10.2307/1250103>
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing* (15th ed). Pearson.
- Leedy, P. . (1993). *Practical research: planning and design*. New Jersey: Prentice Hall.
- Levy, M., & Weitz, B. (2012). *Retailing Management* (8th ed.).
- Likert, R. (1932). A technique for the measurements of attitudes. *Archives of Psychology*. Retrieved from [https://www.researchgate.net/profile/Ankur\\_Joshi3/publication/276394797\\_Likert\\_Scale\\_Explored\\_and\\_Explained/links/55ec7eac08aeb6516268ca06/Likert-Scale-Explored-and-Explained.pdf?origin=publication\\_detail](https://www.researchgate.net/profile/Ankur_Joshi3/publication/276394797_Likert_Scale_Explored_and_Explained/links/55ec7eac08aeb6516268ca06/Likert-Scale-Explored-and-Explained.pdf?origin=publication_detail)
- Nickels, & McHugh. (2016). *Understanding Business* (11th ed.).
- Nugroho, W., & Wihandoyo, L. (2009). Consumer's Perceived Value and Buyig Behavior of Store Brands: An Empirical Investigation.

- Oliver, R. L. (1999). Whence customer loyalty? *Journal of Marketing*.
- Oppenheim, A. N. (1986). Questionnaire Design and Attitude Measurement. In *Research Methods for Business*. Gower Publishing.
- Palade, A. (2011). Analysis of Marketing Mix on Cosmetics Products Case Study: Avon Company. *Annals of the University of Petrosani Economics*, 11(4), 233–244. Retrieved from <https://www.upet.ro/annals/economics/pdf/2011/part4/Palade.pdf>
- Patterson, P. G., & Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-tobusiness, services context: an empirical examination.
- Perumal, T. (2014). *Research Methodology*. Retrieved from [https://www.tankonyvtar.hu/hu/tartalom/tamop412A/2011-0021\\_22\\_research\\_methodology/CMRM6103\\_Research\\_methodology\\_08.pdf](https://www.tankonyvtar.hu/hu/tartalom/tamop412A/2011-0021_22_research_methodology/CMRM6103_Research_methodology_08.pdf)
- Pham, Q. T., Tran, X. P., Misra, S., Maskeliunas, R., & Damaševičiu, R. (2018). Relationship between Convenience, Perceived Value, and Repurchase Intention in Online Shopping in Vietnam.
- PPA Kosmetika. (2012). Kemenperin: Pasar Kecantikan Kebanjiran Kosmetik Impor. Retrieved October 12, 2018, from <http://www.kemenperin.go.id/artikel/4776/Pasar-Kecantikan-Kebanjiran-Kosmetik-Impor>
- Rai, A. K., & Srivastava, M. (2012). Customer Loyalty Attributes: A Perspective. Retrieved from <http://www.nmims.edu/NMIMSmanagementreview/pdf/oct-nov-2012/03-customer-loyalty-attributes.pdf>
- Schermerhorn, J., & Bachrach, D. (2015). *Introduction to Management* (13th ed.). Singapore: John Wiley & Sons.
- Schiffman, L., & Wisenblit, J. (2015). *Consumer Behavior* (11th ed.).
- Sekaran, U., & Bougie, R. (2016). Research method for business: A skill building approach. In *John Wiley and Sons*.
- Seyoum, B. (2014). *Export Import Theory, Practices and Procedures* (3rd ed.). New York: Routledge.
- SK-II. (2016). Marriage Market Takeover. Retrieved from <https://www.sk-ii.com/luxury-skin-care-tips/marriage-market-takeover.html>
- Suara Karya. (2018). Kemenperin: Penjualan Industri Meningkat, namun Produk Impor Kian Eksis. Retrieved October 12, 2018, from <http://www.kemenperin.go.id/artikel/4789/Penjualan-Industri-Meningkat,-namun-Produk-Impor-Kian-Eksis>
- Supranto, J. (2012). *Metode Riset : Aplikasinya dalam Pemasaran* (7th ed.). Jakarta, Indonesia: Rineka Cipta.
- The Statistics Portal. (2018). Cosmetics & Personal Care Solutions. Retrieved from <https://www.statista.com/outlook/70000000/120/cosmetics-personal-care/indonesia>
- Tokopedia. (2018). Promo Cicilan 0% Tokopedia - Khusus Belanja Pakai Kartu Kredit. Retrieved October 17, 2018, from <https://www.tokopedia.com/promo/cicilan/>
- US Government Publishing Office. Title 21 Food and Drugs (2010). Retrieved from <https://www.gpo.gov/fdsys/pkg/USCODE-2010-title21/pdf/USCODE-2010-title21->

chap9-subchapII-sec321.pdf

Weygandt, J., Kimmel, P., & Kieso, D. (2013). *Financial Accounting: IFRS Edition* (2nd ed.). John Wiley & Sons.

Wu, L.-Y., Chen, K.-Y., Chen, P.-Y., & Cheng, S.-L. (2012). Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective.

